

ABSTRACT OF THE DISCLOSURE

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942       A Caller Profile system and service enables a caller to establish a caller profile  
943 which is to be selectably delivered to called parties contemporaneous with the  
944 delivery of a call. The caller profile may optionally be delivered at another time  
945 upon the caller's request. The caller profile may include text information, images,  
946 sound, or other multimedia content. The caller profile information may be stored  
947 in a Caller Profile Database operated by a service provider, but may also be stored  
948 in a corporate or user-operated Caller Profile database. However stored, the caller  
949 profile may be created and revised by the user, as needed, using a network  
950 terminal, such as a computer-based World Wide Web browsing system, or an  
951 interactive voice response system, to update a Caller Profile Administrative server.  
952 When a call is made and extended to a terminating switch, the switch consults the  
953 Caller Profile Database server. The server selects an appropriate profile according  
954 to subscriber-defined rules or policies and delivers it to the switch. The switch  
955 transmits the profile information to the subscriber terminal.